



PALMDALE WATER DISTRICT

2029 East Avenue Q • Palmdale, California 93550 • Telephone (661) 947-4111

Fax (661) 947-8604

www.palmdalewater.org

Board of Directors

ROBERT E. ALVARADO
Division 1

GORDON G. DEXTER
Division 2

GLORIA DIZMANG
Division 3

KATHY MAC LAREN
Division 4

STEVE R. CORDOVA
Division 5

LAGERLOF, SENECA, GOSNEY & KRUSE LLP
Attorneys



May 17, 2012

*Agenda for Regular Meeting
of the Board of Directors of the Palmdale Water District
to be held at the District's office at 2029 East Avenue Q, Palmdale
Wednesday, May 23, 2012
7:00 p.m.*

NOTE: To comply with the Americans with Disabilities Act, to participate in any Board meeting please contact Dawn Deans at 661-947-4111 x103 at least 48 hours prior to a Board meeting to inform us of your needs and to determine if accommodation is feasible.

Agenda item materials, as well as materials related to agenda items submitted after distribution of the agenda packets, are available for public review at the District's office located at 2029 East Avenue Q, Palmdale. Please call Dawn Deans at 661-947-4111 x103 for public review of materials.

PUBLIC COMMENT GUIDELINES: The prescribed time limit per speaker is three-minutes. Please refrain from public displays or outbursts such as unsolicited applause, comments, or cheering. Any disruptive activities that substantially interfere with the ability of the District to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.

Each item on the agenda shall be deemed to include any appropriate motion, resolution, or ordinance to take action on any item.

- 1) Pledge of Allegiance/Moment of Silence (William Redcay, Palmdale Water District Facilities Manager 1992 – 1999).
- 2) Roll Call.
- 3) Adoption of Agenda.
- 4) Public comments for non-agenda items.
- 5) Presentations:
 - 5.1) Cash for Grass Rebate Program. (Water Conservation Supervisor Roberts)

- 6) Action Items - Consent Calendar (The public shall have an opportunity to comment on any action item as each item is considered by the Board of Directors prior to action being taken.)
 - 6.1) Approval of minutes of regular meeting held May 9, 2012.
 - 6.2) Payment of bills for May 23, 2012.
- 7) Action Items - Action Calendar (The public shall have an opportunity to comment on any action item as each item is considered by the Board of Directors prior to action being taken.)
 - 7.1) Consideration and possible action on District 2012 membership in the Water Research Foundation (formerly known as American Water Works Association Research Foundation - AWWARF). (\$12,881.25 – Budgeted – Operations Manager Thompson II)
 - 7.2) Consideration and possible action on authorizing the maximum amount of up to \$3,000.00 to help enhance the District's web site and social media presence. (\$3,000.00 – Budgeted – Director Dizmang/Outreach Committee)
 - 7.3) Consideration and possible action to recruit for the position of Human Resources Manager. (General Manager LaMoreaux)
- 8) Information Items:
 - 8.1) Reports of Directors: Meetings/Committee Meetings/General Report.
 - 8.2) Report of General Manager.
 - 8.3) Report of Attorney.
- 9) Public comment on closed session agenda matters.
- 10) Closed session under:
 - 10.1) Government Code Section 54956.9(a), existing litigation: *Antelope Valley Ground Water Cases*.
 - 10.2) Government Code Section 54956.9(a), existing litigation: *City of Palmdale vs. Palmdale Water District, Case No. BC413432 (Rate Litigation)*.
 - 10.3) Government Code Section 54956.9(a), existing litigation: *City of Palmdale vs. Palmdale Water District and Palmdale Water District Public Facilities Corporation, Case No. BC413907 (Validation Action)*.
 - 10.4) Government Code Section 54956.9(a), existing litigation: *Palmdale Water District vs. City of Palmdale, Case No. BC420492 (Recycled Water Litigation)*.
 - 10.5) Government Code Section 54956.9(a), existing litigation: *United States, et al. v. J-M Manufacturing Company, Inc., et al., United States District Court for the Central District of California Case No. ED CV06-0055-GW*.

- 10.6) Government Code Section 54956.9(a), existing litigation: *Central Delta Water Agency vs. Department of Water Resources, Sacramento Superior Court Case No. 34-2010-80000561.*
- 10.7) Government Code Section 454956.9(a), existing litigation: *Aqualliance , et al. v. Butte Water District, Butte County Superior Case No. 156719."*
- 11) Public report of any action taken in closed session.
- 12) Board members' requests for future agenda items.
- 13) Adjournment.



DENNIS D. LaMOREAUX,
General Manager

DDL/dd

PALMDALE WATER DISTRICT BOARD MEMORANDUM

DATE: May, 15 2012 May 23, 2012
TO: BOARD OF DIRECTORS Board Meeting
FROM: Peter Thompson II, Operations Manager
VIA: Mr. Dennis LaMoreaux, General Manager
RE: *AGENDA ITEM NO. 7.1 – CONSIDERATION AND POSSIBLE ACTION
ON DISTRICT 2012 MEMBERSHIP IN THE WATER RESEARCH
FOUNDATION (FORMERLY KNOWN AS AMERICAN WATER WORKS
ASSOCIATION RESEARCH FOUNDATION (AWWARF))*

Recommendation:

Staff recommends that the Board consider approving renewal of the District's membership in the Water Research Foundation for 2012.

Financial Impacts:

The Annual Commitment based on total million gallons delivered in 2011 is (5,725 MG x \$2.25) for a total of \$12,881.25. (Budgeted under Administration, Memberships and Subscriptions, 1-02-4165-000)

Background:

The District has been an American Water Works Association Research Foundation/Water Research Foundation (AwwaRF/WRF) subscriber for many years. In 2004, the District was able to receive \$100,000.00 in funds to conduct an AwwaRF Tailored Collaboration Study entitled "DBP Control in High Bromide Water While Using Free Chlorine During Distribution" (Project No. 3075). The project was completed by Carollo Engineering in March of 2005, was reviewed by PWD and AwwaRF staff, and the final report became available in August of 2006. The total cost of the project was \$375,392.00.

Information gathered from this study was instrumental to District staff in the decision making process regarding which technologies would provide the greatest benefit and should be included in upgrades to the District's water treatment plant.

Between March 2011 and March 2012, District staff utilized reports and webinars from WRF to provide guidance in the following areas: Emergency preparedness, invasive species management, distribution system optimization, treatment plant process optimization, and treatment plant residuals. The cumulative research value of these reports was \$12,023,253.00. These reports have been used by staff in their efforts to improve the efficiency and effectiveness of District operations.

BOARD OF DIRECTORS
PALMDALE WATER DISTRICT

VIA: Mr. Dennis LaMoreaux, General Manager

-2-

May 15, 2012

In 2012-2013, staff plans to request and utilize reports and studies from the following areas: asset management, emergency preparedness, use of anionic and nonionic polymers, succession planning invasive species mitigation, and chromium VI.

It is through the combined support of membership agencies like Palmdale Water District that research on the most important and emerging water issues can be carried out. In addition to contributing to the research effort, membership provides the District with the opportunity to influence the direction of research projects and full access to all reports from past and current studies.

Supporting Documents:

- Water Research Foundation 2012 Invoice
- Foundation Involvement Report

Strategic Plan Element:

Membership in this organization relates to the District's Strategic Plan vision statement and core values as well as Strategic Plan Element's:

1.0 Regulatory Compliance

1.7 Conduct Investigation(s) into technologies to meet water quality standards



2012 INVOICE

6666 W. Quincy Ave., Denver, CO 80235-3098
P 303.347.6128 F 303.734.0196
pschrader@WaterRF.org

Invoice Number RF2012- 0003981	Date May 9, 2012
Subscriber Number 0003981	Foundation Tax ID 13-6211384
Subscriber Since 1988	Due Date Net 30 Days

Palmdale Water District
ATTN: Dennis D. LaMoreaux, General Manager
2029 East Avenue Q
Palmdale, CA 93550-4038

ITEM NO.	DESCRIPTION	WORKSHEET AMOUNT
RF2012	May 2012 through April 2013 Subscription to the Water Research Foundation Program	\$12,881.25
Pay this amount:		\$12,881.25
<i>You may request a revised invoice if your worksheet amount differs.</i>		



Detach and return with payment and completed worksheet in the enclosed envelope
Please make check payable to: Water Research Foundation

6666 W. Quincy Ave, Denver, CO 80235-3098
P 303.347.6128 F 303.734.0196
pschrader@WaterRF.org

Invoice Number RF2012- 0003981	Date May 9, 2012
Subscriber Number 0003981	Due Date Net 30 Days

ITEM NO. RF2012	DESCRIPTION Subscription to the Water Research Foundation Program	AMOUNT DUE \$12,881.25
REVISED INVOICE REQUESTED X Yes <input type="checkbox"/> No		AMOUNT ENCLOSED



Foundation Involvement Report Palmdale Water District

Main Contact:

Dennis D. LaMoreaux
Palmdale Water District
2029 East Ave Q
Palmdale, CA 93550-4038

Phone: (661) 947-4111 FAX: (661) 947-8604
Email: dlamoreaux@palmdalewater.org

Tailored Collaboration Project Participation

Funding Yr	Project Name/Project Number	Total Project Value
------------	-----------------------------	---------------------

2004

<i>DBP Control in High Bromide Water While Using Free Chlorine During Distribution [#3075]</i>	\$375,392
--	-----------

Involvement:

Sponsor

CoFunder (Cash Contribution: \$200,000)

Total Project Value: \$375,392

Other Project Participation

Funding Yr	Project Name/Project Number	Total Project Value
------------	-----------------------------	---------------------

2010

<i>Drinking Water Pump Station Design and Operation for Energy Efficiency [#4308]</i>	\$453,196
---	-----------

Involvement:

Participating Utility

In-Kind Contribution: \$5,000

Total Project Value: \$453,196

Project Advisory Committee (PAC) Participation

Funding Yr	PAC Member/Project Title	Total Project Value
------------	--------------------------	---------------------

2009

Goree, Allen D

Workforce Health and Safety: Prevention Through Design [#4236]	\$273,093
--	-----------

Total Project Value: \$273,093



Foundation Involvement Report

Palmdale Water District

Main Contact:

Dennis D. LaMoreaux
Palmdale Water District
2029 East Ave Q
Palmdale, CA 93550-4038

Phone: (661) 947-4111 FAX: (661) 947-8604
Email: dlamoreaux@palmdalewater.org

FOUNDATION PUBLICATIONS

Palmdale Water District has ordered 10 printed reports and downloaded 14 PDF reports from our website for a total of 24 reports in the past twelve months representing 20 projects with a total research value of \$12,023,253.

PROJECT/COMMITTEE PARTICIPATION		
Year Funded	Project/Committee Title	Project Value
2010		
	<i>Drinking Water Pump Station Design and Operation for Energy Efficiency [#4308]</i>	\$453,196
	- Participating Utility	
2009		
	<i>Workforce Health and Safety: Prevention Through Design [#4236]</i>	\$273,093
	- PAC Mbr (Goree)	
2004		
	<i>DBP Control in High Bromide Water While Using Free Chlorine During Distribution [#3075]</i>	\$375,392
	- CoFunding Organization	
Total Project Value		\$1,101,681

**PALMDALE WATER DISTRICT
BOARD MEMORANDUM**

DATE: May 16, 2012 **May 23, 2012**
TO: BOARD OF DIRECTORS **Board Meeting**
FROM: Mr. Jim Stanton, Information Technology Manager
VIA: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 7.2 – CONSIDERATION AND POSSIBLE ACTION
ON AUTHORIZING THE MAXIMUM AMOUNT OF UP TO \$3,000.00
TO HELP ENHANCE THE DISTRICT’S WEB SITE AND SOCIAL
MEDIA PRESENCE.***

Recommendation:

Staff and the Outreach Committee recommend the Board authorize a maximum amount of up to \$3,000.00 to help enhance the District’s web site and social media presence.

Alternative Options:

The District’s Facebook and social media presence would remain as is and not be used to its full public relations potential.

Background:

Over the past several months, the Outreach Committee has discussed options for fully utilizing the District’s Facebook as well as other social media outlets as public relations tools to more effectively reach and communicate with the District’s customers, other businesses, and industry professionals. In today’s electronic age, these are very effective tools for increasing and driving the use of customer account features on the District’s web site, for gaining public support for important District issues such as water rates, future water supplies, and infrastructure projects, and for promoting and maintaining a positive public image for the District.

To begin enhancing the District’s web site and social media presence, staff presented a quote received from Constant Contact for conducting email marketing, online surveys, event marketing, and social campaigns at the last Outreach Committee meeting.

After consideration of the quote, the Committee recommended a maximum amount of \$3,000.00 be set aside to help enhance the District’s web site and social media presence through Constant Contact and through the development of impact videos.

Strategic Plan Element:

This work is part of meeting the District's Core Value of Stakeholder Trust in the District's Strategic Plan.

Budget:

This item is not budgeted but could be paid for under Budget Item No. 1-09-4155-300, Contracted Services – Computer Vendors.

Supporting Documents:

- Quote received from Constant Contact
- Articles from Palmdale Chamber of Commerce Vantage Magazine

Dear Jim,

Here is the pricing quote for Constant Contact's services. You can either choose to pay monthly, or you can receive an additional discount if you would like to prepay. We offer 10% off if you prepay for 6 months or 15% off if you prepay for 12 months. If you become a paying Constant Contact customer **your satisfaction is guaranteed for 30 days**. If you are not satisfied for any reason, we will refund 100% of your core product payment.

NOTE: The prepay options act as a credit on your account, and will deduct the monthly rate each month at the discounted rate. If you feel your contact level may vary during your prepay period, don't let it stop you from prepaying as the billing system will adjust the amount taken out each month based on the actual amount of contacts that you have.

Email Marketing 5k-10k; 1 Event; 101-500 Fans (Social Campaigns); Online Survey

Monthly - \$ 134.95

6 Month Prepay (10% off) - \$ 728.73

12 Month Prepay (15% off) - \$ 1376.49

6 Month Prepay (20% off) - \$647.76

12 Month Prepay (30% off) - \$1133.58

Email Marketing 10k-25k; 1 Event; 101-500 Fans (Social Campaigns); Online Survey

Monthly - \$ 194.98

6 Month Prepay (10% off) - \$ 1133.73

12 Month Prepay (15% off) - \$ 2141.49

6 Month Prepay (20% off) - \$935.90

12 Month Prepay (30% off) - \$1637.83

Online Survey Pricing

\$15 flat rate (only \$10 for Email Marketing customers)

Survey allows you to create professional online surveys, and is an invaluable tool for all businesses. It allows you to build strong relationships with your customers by listening to their opinions, understand what they are thinking, and making informed decisions about what products, services, or programs you should offer.

Event Marketing Pricing

\$20 flat rate - includes 1 published event

We charge a flat monthly fee based on your number of published events currently accepting registrations or RSVPs, not the number of registrants — no matter how popular your event is.

Social Campaigns

Run your first Social Campaign free. We won't ask for a credit card until 30 days after you hit "publish". If you decide to buy, we'll charge you based on how many Facebook fans your account has—and if you decide not to, you'll keep your customizable Default Welcome page

SaveLocal

Create your deal for free. You'll be charged for each customer that buys your deal—\$1, \$2, or \$3—depending on how much your deal is worth.

Add-On Products

My Library Plus (\$5 a month)

With My Library Plus you can upload 50MB of images into your image library to include in your emails as opposed to the 5 images that you're limited to in the basic account. You will also have access to an image gallery of 3,400 images to choose from and include in your email campaign or survey.

Email Archive (\$5 a month)

Email Archive allows you to instantly transform your email newsletters and promotions into easy-to-view web pages, and display your archived emails in an intuitive, organized presentation. It's a great way to grow your list as you can link your archive homepage to your website and capture new contacts with an online sign-up form.

Remember that you can upgrade your account and add these Add-On products at any time.

UN: [palmdalewater](#)

PW: [Stanton](#)

Best Regards,

Colleen Montgomery
Communication Consultant
Constant Contact
Waltham, MA 02451
Email: cmontgomery@constantcontact.com



MOVING BUSINESS FORWARD

A QUEEN'S LIFE

THANK YOU FOR A
WONDERFUL YEAR

LABOR LAW

EMPLOYEES' ACTIONS INVOLVING
SOCIAL MEDIA

BUSINESS RESOURCES

WORKERS' COMPENSATION INPUT
WANTED



VANTAGE

WWW.PALMDALECHAMBER.ORG | ISSUE APRIL 2012

AWARD WINNING PUBLICATION

Palmdale Chamber of Commerce
Recognized for Award Winning
Communications

EFFECTIVE ONLINE MARKETING

CREATING SHAREABLE CONTENT



FOCUS

Marketing in the Digital Age

contents

- 4 BUSINESS RESOURCES**
Tax Tips, Rebates, Input
- 6 CEO'S LETTER**
We've Come a Long Way
- 6 AWARD WINNING CHAMBER**
- 7 COMMITTEE NEWS**
Luncheon, Meet & Greet
- 10 MEMBER ANNOUNCEMENTS**
Auction, Administrative Professionals Day, Academy
- 11 MEMBER ANNIVERSARIES & NEW MEMBERS**
- 13 LABOR LAW**
Employee Actions Involving Social Media

FEATURES

- 8 MARKETING IN THE DIGITAL AGE**
Update Your Strategy
- 9 SHAREABLE CONTENT**
How to Share Your Message
- 12 EFFECTIVE ONLINE MARKETING**
Strategies for an Effective Campaign



Award
Winning
Chamber

6



Digital
Marketing

8

Effective
Strategies



12

Our Mission

To promote, develop and service business,
industry, and community.

Connect with us online
facebook.com/palmdalechamber
twitter.com/palmdalechamber
palmdalechamber.org

Palmdale Chamber of Commerce
817 East Avenue Q-9
Palmdale, CA 93550
Phone: 661-273-3232

Volume XIX, No. 4 © 2012 Palmdale Chamber of Commerce. All Rights Reserved. The Vantage is published monthly by the Palmdale Chamber of Commerce. Printed in Palmdale, CA by Four Star Printing. Comments and articles may be submitted to the Chamber office, 817 East Avenue Q-9, Palmdale, CA 93550. The Palmdale Chamber of Commerce reserves the right to reject any advertisement or editorial; it does not make any representations as to opinion and facts concerning advertising or editorials; it may edit for content and space. Send all address changes or calendar events to the Palmdale Chamber Office. For sponsorship and advertising information call the Chamber staff at 661-273-3232 or email at info@palmdalechamber.org

Marketing in the Digital Age

Update Your Digital Marketing Strategies

NY Report recently held the 2011 Sales & Marketing Playbook Conference, sponsored by Constant Contact. Five experts spoke over a series of three breakout sessions at the Crest Hollow Country Club in Woodbury, NY. Here are a few takeaways from the event.

Use Your Website to Level the Playing Field

During his talk on getting buyers to your website, Andrew Hazen, founder of Prime Visibility, spoke about how your company can compete with larger businesses through SEO, paid search management, and social media. "You can level the playing field and compete with big name companies if you know what you're doing," he said.

According to Hazen, every day more than two billion searches take place online. Ninety-three percent of people use search engines instead of typing in direct links, and 95 percent of search engine users don't go beyond page two of the search results. "If you're not there, your competitors are," he said. Hazen offered a few options to make sure your website is doing its best to draw in potential clients:

Search Engine Optimization

Make sure your search engine optimization is up to scratch. Use Google's free keyword tool (which can be found using a Google search) to make sure your website's keywords are appropriate. "Who cares if you rank for something no one searches for?" asked Hazen.

Use search engine friendly URLs. Every page on your site should have a unique, search-appropriate URL name, such as mysportsshop.com/tennisracquets, instead of mysportss-

hop.com/page2.

Every title tag should be unique. Put the most important keywords in the front of the title tag, followed by your brand name, such as "Tennis Racquets – MySportsShop.Com", instead of simply "MySportsShop.com".

Don't take down dead pages. Instead, have your web developer create a custom 404 file not found page and drive traffic back to other pages on your site.

Paid Search Management

Paid search advertisements offer your company the opportunity to drive traffic based on a specific stage in the buying cycle. You can customize them with a time sensitive message and location and they offer instant visibility. You can also customize your budget for paid search advertisements, based on the time period or amount of money spent. Link your paid ad to a specific, well designed, relevant landing page.

Social Media

Pick a few social media outlets and commit to them, rather than casually testing the waters with everything. Have something important to say, and listen to others. Overall, make sure your website has fresh, engaging content that changes as much as possible. "Content is king. The more content you have on your website the better off you are," said Hazen. "Once you get complacent, you're not going to grow."

Email Marketing to Help Your Business Connect, Inform, and Grow

Ellen DePasquale, regional development director for Constant Contact, shared three ways that email marketing can benefit your company. According to DePasquale, although 61 per-

cent of people between the ages of 18 and 64 use social media, 94 percent use email, making email an ideal way to build relationships.

Connect with Existing Clients

Existing customers are the best source of new business, and gaining a customer costs six to seven times as much as retaining one. Concentrate on your existing clients, who are already fans of your business, by sending them email newsletters.

The aim of newsletters is to deliver a professional email containing valuable information to an interested audience. "You should never be getting email marketing from someone you don't know," DePasquale said. Make sure you abide by the CAN-SPAM Act, and deliver on the expectations you've promised.

To build your email newsletter list, DePasquale suggests putting a subscription link in your email signature, phoning past customers, adding an option in your website's guest book, and promoting it through your online presence. On your signup page, include a logo and a description of the emails, including the content and the frequency your subscribers should expect. When they sign up, it's best practice to automatically respond with an introductory email that contains a confirmation link. A professional email marketing company can guide you through setting up subscription options.

Use Valuable Content to Inform

In your email newsletters, share your expertise, give guidance, offer discounts, and, if appropriate, hold contests. Place your most valuable and interesting content at the top of the email. "No matter how great the information is at the bottom, people aren't

Continued on page 14

The holy grail of social media is not “Likes” or follows, but shares. And retweets too. After all, a “Like” or follow is specific to one person. A share or retweet gets you exposed to even more people.

When one of your Facebook fans or Twitter followers shares your content, he is effectively promoting you to his network of friends. If you consider that the average Facebook user has more than 245 friends, sharing can help you reach a lot of new prospects. (A Pew Research Center study recently found that the extended reach of your Page could be as many as 31,170 people.)

So how do you create content that people will share? Here are 6 tips:

01 Make it helpful. People love to be seen as a resource for their friends. If you can provide tips and information that will help them do that (even if it's as simple as great places to park near your event venue, or food preparation tips the day before a holiday), then they will pass it along to their own networks.

02 Create a connection. Post content that will get people to form a more personal connection with your business or organization. A *New York Times* study last year showed that 84% of people say they share content that allows them to be supportive of causes. So why not show off your business' charitable efforts?

How to Create Shareable Content



03 Entertain. No one wants to watch or share boring content. Get people to laugh or smile (like the most shared Super Bowl commercials do) and you'll see your content spread more easily.

04 Get people talking. One of the best ways to get people to share your content is to ask questions. When you do that on Facebook and someone posts a reply, it'll show up in that fan's Timeline that he or she commented on your Page or answered your question. Remember: It's called *social* media. The goal is to get people engaging and interacting -- with you, and with each other.

05 Provide an incentive. If your content is a special deal, you can incent people to share by adding

a little something extra -- an additional discount or gift certificate, for example.

06 Ask people to share. It's often as simple as this: Sometimes, people need to be told what to do. When you say “Please share this,” your fans often will. For example, you can post a piece of content (a status message, article, or whatever) and tell your fans “Share this if you agree.”

When you ask any small business what their biggest driver of new business is, the answer is almost always word of mouth referrals. In the context of social media, sharing is really just word of mouth enabled through technology. All you have to do is provide content that people want to pass along.

P A L M D A L E W A T E R D I S T R I C T
B O A R D M E M O R A N D U M

DATE: May 17, 2012 **May 23, 2012**
TO: BOARD OF DIRECTORS **Board Meeting**
FROM: Mr. Dennis D. LaMoreaux, General Manager
RE: ***AGENDA ITEM NO. 7.3 – CONSIDERATION AND POSSIBLE ACTION
TO RECRUIT FOR THE POSITION OF HUMAN RESOURCES
MANAGER.***

Recommendation:

Staff recommends the Board authorize the General Manager to recruit for the position of Human Resources Manager.

Alternative Options:

The Human Resources Manager position will become vacant.

Impact of Taking No Action:

The Human Resources Manager position will become vacant.

Background:

The Board previously approved a Two-Year Service Credit Retirement Program for eligible employees. Human Resources Manager Burns has confirmed that she will be taking advantage of this Program. There have also been two additional notifications to date. However, those positions will be reviewed as part of a revised Organization Chart when more employees taking advantage of the program are known.

At the May 9, 2012 Board meeting, the Board approved a hiring freeze for the entire agency but that the General Manager may come back to the Board if there is an emergency need to fill a vacant position.

The position of Human Resources Manager is critical to the operations of the District especially as other eligible employees retire through the Two-Year Service Credit Retirement Program and the District's Organization Chart is reviewed for possible restructuring. Staff's intent is to immediately fill the Human Resources Manager position while Human Resources Manager Burns is still on staff so that she can train her replacement.

Strategic Plan Element:

This work is part of Strategic Goal 4.0 Personnel Management.

Budget:

Filling this position is included in the 2012 Budget under the Personnel Budget for the Human Resources Department.

Supporting Documents:

- Human Resources Manager job description

PALMDALE WATER DISTRICT

HUMAN RESOURCES MANAGER

FLSA Status: Exempt

DEFINITION

To plan, organize, direct and review the activities and operations of the Human Resources Department including recruitment/selection, classification/compensation, benefits administration, employee relations, and risk management/safety; to coordinate assigned activities with other departments and outside agencies; and to provide highly responsible and complex administrative support to the General Manager/CEO and Assistant General Manager/COO.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the General Manager/CEO and Assistant General Manager/COO.

EXAMPLES OF ESSENTIAL DUTIES - Duties may include, but are not limited to, the following:

Develop, plan and implement department goals and objectives; recommend and administer policies and procedures.

Coordinate department activities with those of other departments and outside agencies and organizations; provide staff assistance to the Board of Directors, General Manager/CEO, and Assistant General Manager/COO; prepare and present staff reports and other necessary correspondence.

Direct, oversee and participate in the development of the department's work plan; assign work activities, projects and programs; monitor work flow; review and evaluate work products, methods and procedures.

Supervise and participate in the development and administration of the Human Resources budget; direct the forecast of additional funds needed for staffing, equipment, materials, supplies, services, and benefit and liability insurance requirements; monitor and approve expenditures; implement mid-year adjustments.

Select, train, motivate and evaluate personnel; provide or coordinate staff training; conduct performance evaluations; implement discipline procedures; maintain discipline and high standards necessary for the efficient and professional operation of the department.

Plan, coordinate, and participate in recruitment/selection activities, perform classification audits and maintain the District's classification plan; conduct periodic or special compensation surveys and prepare recommendations related to the District's compensation plan.

Administer the District's benefits program, including health and retirement programs; ensure and monitor appropriate coverage in consultation with brokers and insurers.

Mediate problems and resolve employee relations issues; develop and initiate solutions and monitor results.

Oversee risk management and safety functions, including on-going training and work-site inspections, and coordination of Worker's Compensation activities.

Represent the department to outside groups and organizations; participate in outside community and professional groups and committees; provide technical assistance as necessary.

Research and prepare technical and administrative reports and studies; prepare written correspondence as necessary.

Build and maintain positive working relationships with co-workers, other District employees and the public using principles of good customer service.

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

Knowledge of:

Principles and practices of human resources administration, including methods and techniques used in recruitment/selection, classification/compensation, and benefits administration.

Principles and practices of risk management and liability.

Principles and practices of leadership, motivation, team building and conflict resolution.

Pertinent local, State and Federal laws, rules and regulations.

Organizational and management practices as applied to the analysis and evaluation of programs.

Principles and practices of organization, administration and personnel management.

Principles and practices of budget preparation and administration.

Ability to:

Plan, direct and control the administration and operations of the Human Resources Department.

On a continuous basis, analyze budget and technical reports; interpret and evaluate staff reports and related documents; know and interpret laws, regulations, codes and procedures; observe performance and evaluate staff; problem solve department related issues; and explain and interpret policy.

On a continuous basis, sit at desk and in meetings for long periods of time; intermittently twist to reach equipment surrounding desk; perform simple grasping and fine manipulation; use telephone; write or use a keyboard to communicate through written means; and lift or carry weight up to 20 pounds.

Prepare and administer department budgets.

Develop and implement department policies and procedures.

Supervise, train and evaluate assigned personnel.

Gain cooperation through discussion and persuasion.

Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.

Interpret and apply District and department policies, procedures, rules and regulations.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Experience and Training

Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be:

Experience:

Seven years of increasingly responsible experience in human resource management including three years of administrative and management responsibility.

Training:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in human resource management, business or public administration or a related field.

License and Certificate

Possession of, or ability to obtain, a valid California Driver's License.

Approved: 12/16/2009

MINUTES OF MEETING OF THE OUTREACH COMMITTEE OF THE PALMDALE WATER DISTRICT, APRIL 9, 2012:

A regular meeting of the Outreach Committee of the Palmdale Water District was held Monday, April 9, 2012, at 2029 East Avenue Q, Palmdale, California, in the Board Room of the District office. Chair Dizmang called the meeting to order.

1) Roll Call.

Attendance:

Outreach Committee:

Gloria Dizmang, Chair

Robert Alvarado, Committee
Member

Others Present:

Dennis LaMoreaux, General Manager

Jim Stanton, Information Technology Manager

Matt Knudson, Engineering Manager

Claudette Roberts, Water Conservation Spvrs.

Dawn Deans, Executive Assistant

1 member of the public

2) Adoption of Agenda.

It was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to adopt the agenda, as written.

3) Public Comments.

There were no public comments.

4) Action Items:

4.1) Consideration and Possible Action on Approval of Minutes of Meeting Held March 5, 2012.

After a brief discussion, it was moved by Committee Member Alvarado, seconded by Chair Dizmang, and unanimously carried to approve the minutes of the meeting held March 5, 2012, as written.

4.2) Discussion and Possible Action on Plan to Enhance the District's Web Site and Social Media Presence. (Information Technology Manager Stanton)

Information Technology Manager Stanton informed the Committee that the Google translation bar for the District's web site is now operational at no cost to the

District; that Constant Comment can help enhance the District's web site and Facebook presence at a cost of \$3,000.00 per year; but that this cost can be reduced if options are tailored to meet the District's needs, and after discussion of these options, staff was directed to obtain a revised quote from Constant Comment for e-mail newsletters and quarterly social campaigns and to provide funding options for this work.

He then informed the Committee that the District's Organization Chart includes a Community and Government Affairs Coordinator position; that in addition to public relations and managing the District's image, staff recommends this position take management control of all social media and web site content from existing staff; and then reviewed salary and hiring costs for this position followed by a further discussion of the job duties of the Community and Government Affairs Coordinator and funding opportunities for this position; the District's mascot, Aquadog; Newhall County Water District's virtual garden tour; and the ease of locating and renaming the District's virtual plant tour.

4.3) Discussion of Distribution of Press Releases. (General Manager LaMoreaux)

Executive Assistant Deans informed the Committee of the current distribution of press releases and of the Antelope Valley Press and TimeWarner Cable's responses regarding publicizing Board meetings, and after a further discussion of the options available for publicizing Board meetings, staff was directed to send an email to the Antelope Valley Press briefly summarizing the action items for the next regular Board meeting.

4.4) Discussion of Community Presentations. (General Manager LaMoreaux)

Water Conservation Supervisor Roberts reviewed a draft water conservation presentation, including legislation, reporting requirements, and the District's education and rebate programs, and stated that a separate, standardized presentation will be developed for children, and after a brief discussion of the presentation, General Manager LaMoreaux informed the Committee that this presentation will be made to the full Board at the April 25, 2012 Board meeting.

4.5) Discussion of Content for May Issue of Water News. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts distributed the current issue of Water News and reviewed the current layout followed by discussion of future content, developing a design booklet in addition to the District's plant selection booklet, and adding before and after Cash for Grass Rebate Program photographs to the District's web site to further educate our customers.

4.6) Discussion of the Palmdale Water District Hosting a Water Awareness Fair. (General Manager LaMoreaux/Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts informed the Committee that rather than a Water Awareness Fair, staff recommends a one day plant sale be held, and after a brief discussion of the various options for conducting a plant sale, children's education programs, and reintroducing AquaDog, the Committee recommended staff develop an outline and plan for hosting a one-day plant sale during the third week in May for consideration of the full Board at the April 25, 2012 Board meeting and, if approved, final plans be reviewed at the next Committee meeting.

4.7) Discussion of a Policy for Requesting District Speakers and Presentations. (General Manager LaMoreaux)

General Manager LaMoreaux stated that there is no additional information on this item.

4.8) Discussion of a Policy for Board Submittal of Content and Articles for the District's Social Media Sites and Publications. (General Manager LaMoreaux)

General Manager LaMoreaux stated that there is no additional information on this item but that this Policy would be included under Article 4 of the District's Rules and Regulations followed by discussion of the restrictions of such a Policy.

5) Information Items.

5.1) Update on Landscape Workshops. (Water Conservation Supervisor Roberts)

Water Conservation Supervisor Roberts informed the Committee that through the A.V. Water Partners, the District is hosting a landscape workshop on plants at A.V. College on April 14, 2012 from 9 a.m. to noon; that the next A.V. College workshop will be

on leaks conducted by Home Depot; that Los Angeles County and Quartz Hill Water District will host the next few landscape workshops with the District hosting a landscape workshop in August; and that the District will also host a landscape workshop at the District office on the Cash for Grass Rebate Program.

Committee Member Alvarado then informed the Committee of his efforts to share information with the District's customers through Facebook and his newly developed Director web site.

General Manager LaMoreaux then informed the Committee of the Antelope Valley Board of Trade's events for the month of April.

There were no further information items.

6) Board Members' Requests for Future Agenda Items.

It was determined that "Discussion and possible action on plan to enhance the District's web site and social media presence through Constant Contact" and "Discussion of community presentations" and "Discussion of content for next issue of Water News" and "Discussion of the Palmdale Water District hosting a plant sale" and "Discussion of a policy for requesting District speakers and presentations" and "Discussion of a policy for Board submittal of content and articles for the District's social media sites and publications" will be discussed at the next meeting.

There were no further requests for future agenda items.

The next Outreach Committee meeting was then scheduled for May 7, 2012 at 3:00 p.m.

7) Adjournment.

There being no further business to come before the Outreach Committee, the meeting was adjourned.


Chair